The STORAGRAM

KAUFMANN'S
FIFTH AVENUE PITTSBURGH

OF all the gifts of humanity, none is so precious as friendship. Being in right relationship with others in our daily tasks, brings that mutual interest which is friendship.

MAY this season of Great Rejoicing bring you this greatest of gifts, and with it will come happiness and good cheer.

The STORAGRAM

The management does not see this publication until it is issued, therefore assumes no responsibility for articles printed in it

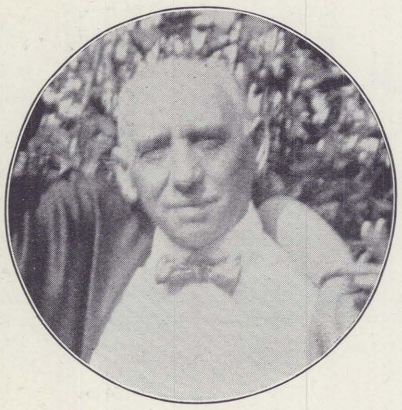
Published monthly by and for the employees of Kaufmann's, "The Big Store"; printed and bound in our own Printing Shop

Vol. VI Pittsburgh, Pa., *December* No. 10

AT each Christmas-tide, it is one of my most pleasant duties to send to you, thru the Storagram, a Christmas Greeting, and each year I am impelled by my interest in you and my desire for your advancement and welfare to add a short message to my earnest wishes for a joyous Yuletide and a happy New Year. This time, I would like to impress upon you the idea of Tolerance. It is essentially a Christmas quality, as well as one that we may well cultivate every day of every year. To be tolerant—forbearing—a little kinder in our judgments—, a little broader in our points of view; not to condemn so hastily, not to allow our prejudices to sway us! To try to stand in the other man's place; to visualize another's difficulties! Those faults and short-comings, which you so deplore in your neighbor, have you ever tried to reason out the basis of them; there may be many—poor environment, a faulty heritage, ill health. Just a little tolerance will help you to look upon them with sympathy instead of condemnation. It has been said cynically, that Tolerance implies a guilty conscience. Well and good! Which of us has a conscience free from guilt? The consciousness of our own shortcomings should help you more than anything else to be tolerant in your judgment of others. To bring Tolerance into your lives is like raising a window-shade; it will let in the sunshine of understanding and that, my friends, is the best Christmas Cheer that I can wish you.

Edgar J. Kaufmann

In Memoriam



MR. ALEXANDER JACOBI

The friends of Mr. Alexander Jacobi, and they number all the fellow-workers of Kaufmann's who knew him, were deeply shocked to learn of his sudden death on the evening of December 3. Mr. Jacobi worked all day Thursday, and evidently was in fine spirits and health when he left the store. About eight-thirty as he was walking from one room to another in his home, he was overcome by a stroke. He recovered long enough to say, "I'll be all right in a minute", and then quietly passed away. His death was like his life, quiet, calm and unexcited.

Mr. Jacobi had been with Kaufmann's for ten years, first as secretary to Mr. E. J. Kaufmann, and later as Buyer of Supplies. The most outstanding characteristics of Mr. Jacobi were his orderliness and good-nature. Everything had to be done on schedule, and it was done without apparent effort or excitement. But whatever he was doing, there was always time for a good-natured comment or joke.

The air of mourning that prevailed around Mr. Jacobi's office the day after his death, and the many, many regrets that were spoken throughout the store, show in what high regard he was held and how greatly he will be missed. Our loss, however, cannot compare to that felt by his wife and daughter. To them we extend our sincerest sympathies.

The following article taken from the Mt. Clemens Daily Leader, gives us an idea of the many activities in which Mr. Jacobi took an important part while he was a resident there:

"During the 37 years he lived here, from 1887 to 1914, Mr. Jacobi, besides being a merchant on the corner now occupied by the Dalby Drug Company was elected six times as city treasurer.

"In 1885 and 1886 the deceased was Worshipful Master of Mt. Clemens Lodge No. 6, F. & A. M. and was then the youngest master in the state. It will be under the auspices of this lodge that he will be buried tomorrow. Previous to that time he held virtually every office in the lodge and was always active in those circles.

"He was also the first Worthy Patron of the Order of the Eastern Star in Mt. Clemens.

"In 1890, when local capital organized the old Mt. Clemens Electric Light Company, Mr. Jacobi was elected secretary.

"Mr. Jacobi was a member of the Mt. Clemens 'Old Crowd', one of the organizers of the local Chamber of Commerce and a charter member of the Mt. Clemens Club.

He was widely known throughout the whole of Macomb county and universally esteemed, as one acquaintance put it, "To know him was to be his friend.'

"The Storagram" offers sincere sympathy to Mrs. Snyder, Time Keeper, whose brother-in-law, George Herbst, died November 12. Mr. Herbst spent some time at Bear Run this summer and made many friends, who were deeply shocked to hear of his death.

Miss Keefe and her family wish to express to the Credit Office and other co-workers appreciation of the sympathy and the beautiful floral decorations which were sent at the time of her brother's death.

A Commendation for Our Dining Room

Kaufmanns'—The Big Store
Mr. O. M. Kaufmann,
General Manager.

Dear Sir:

On Tuesday, November third, we had the pleasure of entertaining at luncheon and bridge in your dining rooms.

We feel our debt would not be completely paid unless we expressed our gratitude and appreciation for the courtesy and excellent service extended to us by Mr. Stewart and his helpers.

The food was deliciously cooked and attractively served and the tables nicely appointed. The guests numbered about sixty-five and every one received their luncheon piping hot, which to us exemplified efficiency.

We are most grateful for the kindness shown us and feel you will be glad to know that any hostess can safely express her hospitality through Kaufmanns' dining rooms.

Sincerely yours,
Mrs. William Hull,
Mrs. Henry W. Pierle,
Mrs. A. M. Hauchur.
219 Fremont Ave.,
Greensburg, Pa.

Miss Maloney Receives Appointment

Miss Marie Maloney, Head of the Bureau of Employment, has recently been appointed chairman of the Committee on Personnel Research of the Business and Professional Women's Clubs of Pennsylvania. She has also been appointed chairman of the Eastern district of the National Business and Professional Women's Clubs. On Saturday, November 21, Miss Maloney attended a State Conference meeting of the club in Harrisburg.

The selection of Miss Maloney as chairman of this committee is acknowledgment not only of her own ability in Personnel work but also recognition of the high place, which Kaufmann's holds in this field.

Shirt Section — Men's Furnishing Department

Mr. Kuehn Leaves

It was with deep regret that the people throughout the store learned of Mr. A. B. Kuehn's plans to leave "The Big Store." When a man has been connected with an organization for twenty-five years, he has formed many friendships and pleasant associations. It is an effort for him to break these ties and he must have somewhat the same feeling of sadness in leaving us as we have in seeing him go.

Mr. Kuehn knows all the problems of merchandising women's and misses' ready-to-wear from A to Z. He has bought for every ready-to-wear department in the store. For twelve years he was assistant to Mr. Ludwig Kaufmann, and for the last thirteen years he has been merchandise manager and head of all ready-to-wear departments. Twice during his connection with the store, Mr. Kuehn has held the presidency of the Buyer's Association. He was president of that association for the year 1925.

In token of their friendship and high estimation of his work, the buyers presented him with a beautiful Hamilton Master watch as a farewell gift.

Mr. Kuehn is going to Florida for a few weeks, after which he will undertake his new work as Merchandise Manager and Executive with the May Company, Cleveland, Ohio.

Our good wishes go with him for success and happiness in his new position.

Shower for Miss Price

On Saturday evening, November 7, the fellow-workers of the Basement departments gave a very delightful party at the home of Mrs. McAllister in Greenfield in honor of Miss Nettie Price. Nettie, who has been with the store for a number of years, is leaving us to be married. She is such a jolly good-natured girl that everybody who knows her likes her. The many beautiful gifts received at the shower, show in what high regard she is held by the fellow-workers of the Basement.

There were twenty-three guests at the party, representing all of the Basement departments. Many people who were unable to attend sent gifts. Linen, silver, electric percolator, kitchen utensils, and vases were only part of the assortment of articles presented to Nettie for her new home.

Of course Nettie and Frank were the honored guests, and delighted with the whole affair, but everyone shared in the good time. The buffet lunch was a regular feast. Fortunately the grade was down hill from the McAlllister home, for, after eating so much, no one would have been able to make the upgrade.

I want to thank all my friends in the store who helped to plan and carry out the delightful party given for me. Mrs. McAllister deserves special thanks for her hospitality. The gifts all were lovely, and I appreciate, more than words can express, your generosity and the friendship that is back of the gifts. —Nettie Price.

Toys and Their Getting Together

I often wonder if the great throngs of shoppers and sightseers passing through our Toy Department ever pause or stop to think of this enormous collection of toys and playthings, and how they have been collected and gotten together. It seems to me they do not. Little do they dream how great the search, labor, travel and vast experience that is involved in getting this collection together.

First of all it requires years of practical experience to be able to successfully select what constitutes the last word in complete toy collection. One must have not only years of experience but good judgment as well in their selection. There are literally millions of toys of various kinds made, and it is the buyers' business to select the things that they believe will be suitable for their particular store's customers.

The next big job is to search the market for new things of all kinds and when found, the next question is, will they sell? Are they durable? Will they give satisfaction after they are sold, etc.?

We must start out on the first day of February each year to make our collection for the following December. February 1st the great toy fair starts in New York. This lasts from two to three weeks. Nearly every toy maker in America has his display there. Each seller is trying to persuade you that their line is the best so that when it is all over New York, and one gets back home again, you breathe a sigh of relief and are glad that part of it is over for the present. However, that is just the beginning of your toy buying.

Before we finish, we must visit nearly all the great toy factories in America before our final selections and decisions are made.

The next step is a visit to the old world, the place where the toys first originated. Our first leg of this trip is to New York where we stay for a day or two and then board one of the great liners for our crossing of the mighty Atlantic ocean. If you happen to be very lucky and the weather is with us you may eat two or three meals a day and enjoy the crossing. If not, it is just possible you will lay stretched out in your cabin for three or four days without even a sight of the ocean.

Our first stop is Cherbourg where all is hustle and bustle to get the train for Paris—seven hours later we arrive in Paris, and after a short rest to get our land legs, the search for toys begins again.

The French are not, by nature and ability manufacturing people, but they do make some things in a small way that are good. For instance, the small jewelry sets, watches, necklaces, bracelets, etc. that you see in our Toy Department are all made there. They also manufacture a better grade of mechanical toys, some dolls, wonderful moving picture machines; they are splendid in rubber toys, and the little dolls and animals that you see in our cases all originated in gay Paree. The little Jumping Rabbit that you see around Easter time, also are natives of this country. However, it requires quite a little time in Paris as one must look the market over closely so that we do not miss anything, for you never know when something new and good will make its appearance and of course these things we all want. After a few days spent in this city, we leave for Germany, the home of the toys.

Our first stop is Berlin, the capitol of Germany where our main office is located. We carry a large staff of people who are in touch there with most of the manufacturers. They have everything down to their fingers' ends and can tell us all about the market conditions, and if there is anything new that comes out since our last trip there. This means four or five days visiting commission houses and manufacturers. However, the procedure there is not like it is in New York. There we must do the buying, and make our decisions on the spot. Usually a confirmation is given then and everything is final. After a week in this market, comes an extended trip to all the little toy making hamlets of Germany. To reach many of them it is necessary to go by sleigh up in the snow-covered mountains. For instance, the pretty jointed bisque head dolls and sleeping dolls that you see smiling at you in our Toy Department are made in the little mountain town of Walderhousen, a very quaint, old town, and at the time of year that I am there it is mostly always covered with several feet of snow. There are many doll factories there, both large and small, in fact there is scarcely anything else manufactured there. After visiting a number of towns of this kind in search of teddy bears, horses, carts and various other toys, we drift down to the ancient town of Sonneberg situated in the valley of the Thuringer Mountains where toys have been the only industry for the past six or seven hundred years. They are mostly made in families. People go to the commission houses each morning and get their material for whatever kind of toys they make and take it to their homes where all the family take a hand in the making. When finished they are taken back again either in a small cart drawn by hand or dog team to the commissioner There they are counted and they get their pay for the work done and another lot of material taken back with them.

You see women and children by the hundreds with baskets on their backs going to and fro with the toys.

After a week or so in this ancient toy section we go on to Nurnberg where all the toys of the metal character are made. There are hundreds of small factories and they are apparently more prosperous than the Sonneberg sections. There you find everything made of metal, the electrical train sets, toy dishes, mechanical toys, animals of all kinds, tops of many styles; in fact everything you see in our Toy Department made of metal is manufactured in Nurenberg district. This city also has one of the largest factories in the world for games of all kinds. It is also the home of the well-known Faber family of lead pencil fame.

From there we pass along to Leipzig where the greatest merchandise exposition in the world is held. It is known as the "Leipzig Messer."

The Book Department—Main Floor
Here you can always find appropriate gifts

Here there are literally miles and miles of toys as well as china, glassware, housefurnishings, leather goods, pictures, machinery, jewelry, lamps and in fact everything made in the German Republic. There are more than a hundred thousand foreign buyers attend this fair and they come from all parts of the world. The town is decorated like a festival—one hardly knows where to turn. The crowds in sight are bewildering, but we must get on and again we start on our quest for toys. The buildings are taken in rotation and the selection begins once more. It takes a great deal of time here as one must compare, vision and figure on each item. It is necessary to know just the landed cost in your store so that you can judge whether the price is one that will appeal to your customers.

Sometimes the very smallest thing you see in our department that means nothing at all to you, has taken great time and patience to get. For instance, the little toy whistle that you see Santa Claus giving out in our Toy Department probably looks to you like merely nothing, but I probably looked at a thousand items for the purpose for which we wanted it, before I finally selected the little one we have, and then again the making of this little toy.

I wonder if the people who receive this little gift ever stop to think of its history. It is made in the little town in the snow-covered mountains of Czecho-Slovakia near the old ancient city of Egar. Up in this little mountain village there is a small wood-making factory that turns these little discs into their present shape. The toys are painted and finished by the women and small children of almost the entire town. They come here with their dog sleds and baskets on their back and they take a load of these to their houses, where the entire family including the women and children paint these little whistles by hand. After they are dried and in shape again, they are taken back to the assembly room of the factory and when the entire order is finished this way they are boxed 10,000 to a case and then the old ox team comes along and takes them to the freight station and from there they are hauled either to Rotterdam or Hamburg where they lay in wait for an available steamer to bring them across the Atlantic Ocean, and finally to the Santa Claus in our Toy Department to be given to the kiddies for Christmas.—J. W. Horne.

Service Behind the Scenes

Receiving and Marking

Of all service branches in department store business, the receiving and marking departments are the least thought of, yet they are the first to offer assistance to help serve the public. It may seem an extreme statement to make but with some little thought one can readily understand that neat marking, care in unpacking and prompt service to the forward stock is an important aid to selling.

In the receiving room of this store, merchandise is classified as to its delivery, city, parcel post, express, freight and New York office and recorded accordingly. The receivers distribute the shipments in the receiving room where they are unpacked on movable tables. The unpacker examines the container as to condition and counts the contents. He then fills out his "unpacking" slip. It requires the date received, date opened, shipper's name, how shipped, containers numbers, contents, condition of shipment, and his name.

The merchandise is then moved into the marking room where the checker recounts the goods to check with unpacking slip. The checker assorts the goods to style, color, size or other classification depending on the kind of goods, and checks it against the order. The order number, season code and retail price on the "pink" order are applied to the goods which are then marked with the proper type of ticket. (There are 32 kinds of tickets). There are also various ways of marking; machine sewing, pinning, stamping and hand pinning and tagging. After the processes are complete, the merchandise is ready for forward or reserve stock.

Reserve Stock

The big feature of the reserve stockrooms is to give prompt service to the respective selling floors. In order to do this each stockroom must be systemized in a manner which allows the best of service for the handling of that particular kind of stock. While the general rules and regulations for the stocks are similar, the duties of each stockman in his room are different.

The stockrooms are equipped with the most modern fittings. Everything is made of steel; the shelving, the trucks and the tables, thus are absolutely fire proof. The shelves are made to fit as nearly as possible the different kinds of merchandise. For instance, the bookroom has shelves the size of a book; the hosiery the size of the hosiery box.

In handling the various stocks, each stockman tries to keep his stock in the neatest and most logical manner so that there is no difficulty in locating any article. The best way and shortest to explain the methods is to mention several stock rooms, as example: Ladies Hosiery is assorted according to make, style number, color and size; books according to type, price and title, umbrellas, type, price model.

Besides filling orders promptly each stock man must keep the head of stock of his department informed as to how the stocks are moving, and to notify them when regular goods are running low.

During the holiday rush which begins in October for the stock help, the problems of stock keeping are very trying. At this period the various departments always are condensing their stocks trying to find room for their goods and at the same time preventing any interference with their continually high standards of service.

It is also up to the stockman to keep the older merchandise moving out in preference to the new goods. As an aid to him at each inventory he puts a colored sticker on the goods representing the fiscal period just passed.

In summing up the duties of stock departments it can only be said they are an integral part of the store. Although their service is indirect, they are essential in keeping customers supplied with the merchandise they desire. The efforts of the people in charge of stock cannot be weighed, measured or counted. The results of their service form the only guage in estimating the value of the department.

—Jack Lagario.

News from Our Foreign Offices

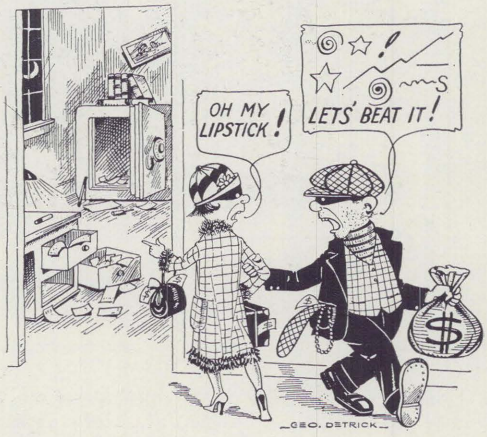
Since the last issue of the Storagram, we have had news from Lyons (France), St. Gall (Switzerland), and Vienna (Austria).

The Lyon's office sent us a beautiful book of photographs of that city, and from the photographs we are inclined to agree with the statement in the letter that "Lyon is one of the finest cities in Europe." We plan to use several of these pictures in a future number of the Storagram.

The St. Gall office wrote:

"It is the first year that your St. Gall office exists and we are trying hard to make a success of it with the help of all your buyers. We therefore were glad to have the visit of Mr. Abbott to prove to him that there are not only embroideries and laces in this market. We have shown Mr. Abbott quite a few other articles and since he left, we made reports of many new things which we found in this market.

We hope to get personally acquainted with all the buyers who come to Europe next year and meet again Mr. Abbott, Miss Stoecker and Miss Giltenbooth."



The Vienna office told us of a burglary that had taken place:

"The only corpus delicti left on the spot was a lip-stick. From this and certain small foot-prints, the police came to the interesting conclusion that a girl was of the party."

The Storagram

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JOE HADLEY—Garage

DECEMBER 1925

Season's Greetings

May the Spirit of Yuletide fill your hearts with gladness.

May each of you know the joy of "peace on earth, good will to men."

May this feeling of good will which makes you merry at Christmas continue with you throughout the whole year.

May 1926 bring you a bounteous supply of health, wealth, and happiness.

These and

A Merry Christmas

and

Happy New Year

Are our Season's Greeting to all.

"The Storagram"

Of the Christmas Spirit and Everyday Shells

Pushing, pulling, forcing our way through crowded aisles and streets, holding on tenaciously to an armful of packages, enduring all kinds of inconveniences which ordinarily would anger us, and enjoying it all! And how does it happen that we are so good natured? Are we working less hard? Getting more sleep? Just the opposite. Then what is the secret of our unusual good will. The answer is unanimous, "The Christmas Spirit."

Everyone seems to accept the explanation "It's the Christmas Spirit." They give no thought of just what is meant by that term, or why the crowds of humanity suddenly display such charity to one another. May it be that at this time we are lifted out of our everyday pettiness in the pleasure of others? Something of the child's delight in the unexpected stays with us all our lives, and we only give full sway to it at Christmas time. We get a real thrill of pleasure from planning and buying our gifts. We delight in wrapping them in bright papers, and placing them under the tree. We are just as delighted to receive packages similarly bedecked. The contents may not always meet our expectations, but who can gainsay the fact that the greatest pleasure is in the anticipation.

Humanity loves something new, loves to be surprised. It is only at Christmas time, that everyone joins in a huge plan to surprise everyone else. And every one is happy.

Sooner or later there will follow an afterfeeling of depression because we think there is nothing interesting immediately at hand. Our interest may be renewed spasmodically by some especially delightful event, but most of the year we drudge along not looking for or finding anything new. Yet the fact that we so enjoy Christmas is proof that we retain the ability to see pleasure in little things.

We need not receive or give beautiful gifts in order to be delighted with the unexpected or new. Just look around you at your friends, your work, the customers whom you serve from day to day. You will find them unlimited sources of new experiences, new ideas. Too many of us have a kind of protective shell around us most of the year, and the shell is most successful in keeping out any new ideas or new interests in life. A useful Christmas gift to give ourselves would be a hammer with which to break this shell. Completely demolish it, and expose your mind to the open air for awhile. It will amaze you how much more interesting people and things around you become when you are ready to find and be pleased with the unexpected.—H. B.

To Miss McKenzie
From All Her Friends
in the Store
Our Wishes for a
Merry Christmas and
Happy New Year

Five Don'ts for the Woman Who Would be Smart

I. Don't choose a color that's "all the rage."

Because it soon becomes passe. You have often heard, "Oh, I remember **that** hat"—and you usually hear it because that hat is **last** year's color. If you can afford to discard clothes that are still good, you can buy a new color and not be sorry. But the smart woman who dresses on a moderate income buys a standard color—a becoming color, and one that doesn't go out of style.

Bright colors are dangerous when they are worn too much. We soon get tired of a brilliant colored coat—it seems to be old before its time. But striking accessories—scarfs, ties, sweaters, beads, and hats that are only worn occasionally, give welcome touches of sunshine in an otherwise dull world.

The latest color may not be your color. They say that "one man's meat is another man's poison"—and this is more than true of colors. Pencil blue may bring out Mary's strong points, but it may look dreadful on her sister. The choice of color depends so much on a girl's coloring, her youth, her type, and the clearness of her skin, that almost no one can put on every new color without first carefully considering its effect. An active girl with a ruddy complexion can wear most any of the strong vivid colors beautifully, while on a less active girl, the contrast is so violent that her frailness is only emphasized.

II. Don't get the "latest" thing.

Buy what is really becoming to you and be wise. If a high collar makes your shoulders look too broad, or your neck look too long, let some one else wear it. If your wide-brimmed hat makes you feel queer and old-fashioned, but your glasses make you hesitate before buying an upturned hat, remember that you would look more queer if you wore it. The styles aren't made for everyone—they are made for the average. But if you are **different,** you may be that enviable thing, a type. Modify the fashion trend to suit **you;** don't make yourself over for it.

III. Don't wear lifeless clothes.

Have something striking about all your clothes—something to raise them above the commonplace—a bit of color, or the extreme contrast of white against black; not too much to make you conspicuous, but just one thing about each costume to make people notice **you.** Don't be part of the background, be a character.

IV. Don't wear two neutral colors together.

Black and grey, both neutral colors, are smart when worn together, but tan and grey, or brown and grey are not. A woman with grey hair, for instance, looks more pleasing in black, navy blue, or grey, than in brown or tan. Tan stockings are better for a brown or cocoa colored dress than gunmetal or grey, because tan belongs to the Brown family, while grey belongs to the Black family. The monotonous effect of two neutral colors in the same costume is a crime against good dressing.

V. Don't call attention to your poor points—but accentuate your good points.

If you are large, avoid tight sleeves and dresses; wear them loose; and leave your exact proportions to another's imagination.

If you **almost** have a double chin—throw away your ear rings and your choker beads.

If your neck is long—avoid the deep V and the tailored suit collars. Wear your standby, the bateau neck.

If you have large ankles, wear your dresses long.

If your skin is dark, wear strong colors and "express yourself."

Don't try to be a blonde, because you can't anyway.

RESEARCH BUREAU
FOR RETAIL TRAINING.

Note:—This article does not affect dress regulations. However, it may be helpful in your selection of clothes for wear outside of the store, or inhelping a customer select the most satisfactory wardrobe

* * * *

The Value of Business Experience in a Department Store

Fathers and mothers of intelligent boys and girls should realize that what the son or daughter needs to be equipped for the world's battle is knowledge of the world and the people in it.

While working in the store that knowledge is obtained safely. The young worker, the girl especially, works under the eyes of those interested in her welfare and development.

She comes in contact with men and women of the outside world under right conditions. They want something; she is there to supply it. She goes from her home to her work and from her work to her home, safely and regularly.

Every such store is a business college. It is to the ordinary business college what a real newspaper is to a school of journalism. You can learn something in a business college and something in a school of journalism. But to be a business man you must be in a business, to be a newspaper man you must be on a newspaper.

Young men and women, be attentive and ambitious in your store work, and success will come.

ARTHUR BRISBANE.

(Contributed by Mr. Wolfsted, Third Floor.)

Theory vs. Practice

Our ranking in the world depends on what we do not on what we can and so a shabbily dressed young man discovered when he applied to the manager of a large department store for employment.

"What can you do?" asked the manager.

"Most anything," replied the applicant.

"Can you dust?"

"Yes, indeed."

"Then why don't you begin on your hat?"

The young man had not thought of that.

"Can you clean leather goods?"

"O, yes."

"Then it's carelessness on your part that your shoes are not clean."

The young man hadn't thought of that either.

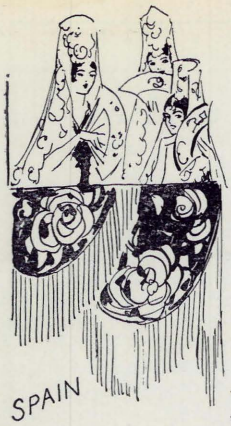
"Well, can you scrub?"

"Yes."

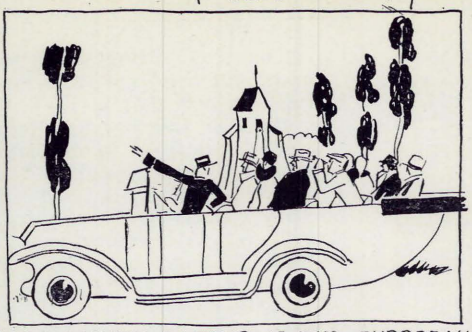
"Then I can give you something to do. Go out and try your strength on that collar you have on. But don't come back."

Contributed by
THELMA ROTH,
Bookkeeping Dept.

SOME MORE SKETCHES OF THE CONTINENT by Carol Howard Spindler



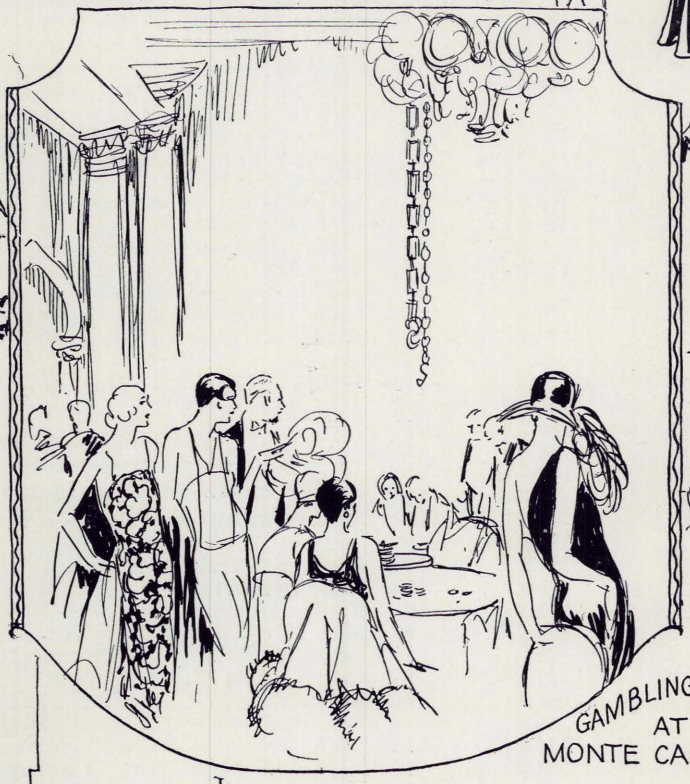
SPAIN



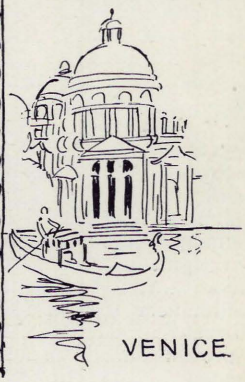
THIS MAMOUTH BATHTUB IS THE EUROPEAN VERSION OF THE AMERICAN RUBBERNECK WAGON

ALWAYS THE QUESTION OF WHAT TO TIP AND HOW TO MAKE CHANGE

HOLLAND



GAMBLING AT MONTE CARLO

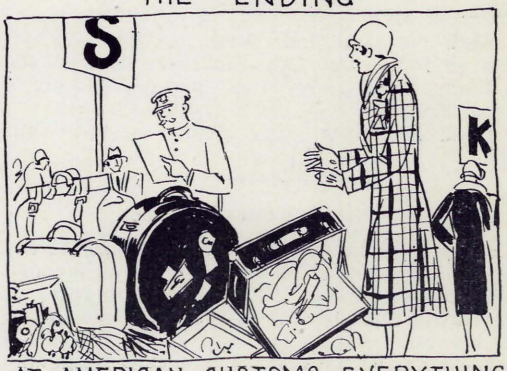


VENICE

NAPLES

A NEAPOLITAN STREET SINGER

THE ENDING



AT AMERICAN CUSTOMS EVERYTHING DECLARED AND COUNTED—

Kaufmann's Duck Pin League

Standing of Teams November 19, 1925

Odds and Ends	12	4
Remnants	11	5
Wagon Calls	11	5
Contingents	10	6
Send Agains	7	9
Bargains	6	10
C. O. D.'s	5	11
Overgoods	2	14

	No. Games	Total Pins	Avgs.
Croke	16	2319	145
Koms	7	1008	144
Weiland	16	2251	141
Thomas	12	1672	139
Erb	16	2205	138
Haight	16	2099	131
Linder	9	1014	127
Fichter	16	1969	123
Callahan	16	1975	123
Garrity	15	1828	122
Geiderick	10	1216	122
R. J. Robinson	14	1661	119
Meyers	16	1872	117
Walker	16	1872	117
Drake	16	1833	115
Hislop	15	1725	115
Smith	15	1724	115
Stevens	15	1716	114
Lhoto	4	457	114
W. E. Robinson	15	1700	113
Heyman	12	1356	113
Roth	16	1803	113
Hadley	15	1664	111
Mahoney	16	1760	110
Heilman	16	1760	110
Brantigan	16	1740	109
Gavan	10	1078	108
Steinhauser	12	1288	107
Thieret	16	1686	105
Hunwald	11	1111	101
Danner	16	1588	99
Fallet	3	295	98
Hundecker	4	378	95
Brodie	10	943	94
Graner	4	371	93
Ertle	16	1464	92
Kelly	12	1049	87
Schulman	4	339	85
Lagorio	4	321	80
Miller	1	80	80

High one game, individual, R. Croke—222.

High four game, individual—R. Croke, 648.

Team high score, four games——Odds and Ends, 2126.

Team high score, one game——Send Agains, 576.

Strikes and Spares

If Fred Weiland could give out money as easily as he knocks pins, his office would be mobbed.

If you would hear Mr. Erdle grunt every time he throws the ball, you'd swear he'd make a strike—but he doesn't.

Raymond Heyman talks a wonderful game.

Roth in delivering the ball is as graceful as a cow.

The reason Harry Broida bowled a 51 score one night came out when we heard he was breaking in a new pair of K-O shoes.

Captain Brannigan of the Bargains certainly wishes his team to be strengthened. He has a bunch of "has-beens" or "never-was's."

When Eddie Hunvald throws one down the alley you think he is sore at the pin setter.

It is worth the price of admission to watch Captain Linder of Overgoods bowl. You think he is going to throw the ball through the wall.

Walker of Wagon Calls rolled two hundred the first night. My, how the mighty have fallen!

When Captain Drake of the Send Agains goes to deliver, he almost reaches the pin setter.

"Doc" Thomas of the Send Agains saved the alley porters some work by wiping up the alleys full length.

Schulman, formerly of the Bargains, is now a free agent—no waivers were asked.

A certain floorman got too hot one evening on the way home from bowling and offered his seat (beside the heater) to the first lady who entered the street car. Question: Is he as gallant when he is not so hot?

The standing of teams and individual records are posted each week in the Men's Barber Shop.

Are you interested in the progress of your team? Come down and root for them. There are plenty of reserved seats and no admission is charged.

Davis Alleys — Thursday evening — 8 o'clock.

—By Roth, Bowling Editor.

Merchants' & Manufacturers' League Standing of Teams—Nov. 24, 1925

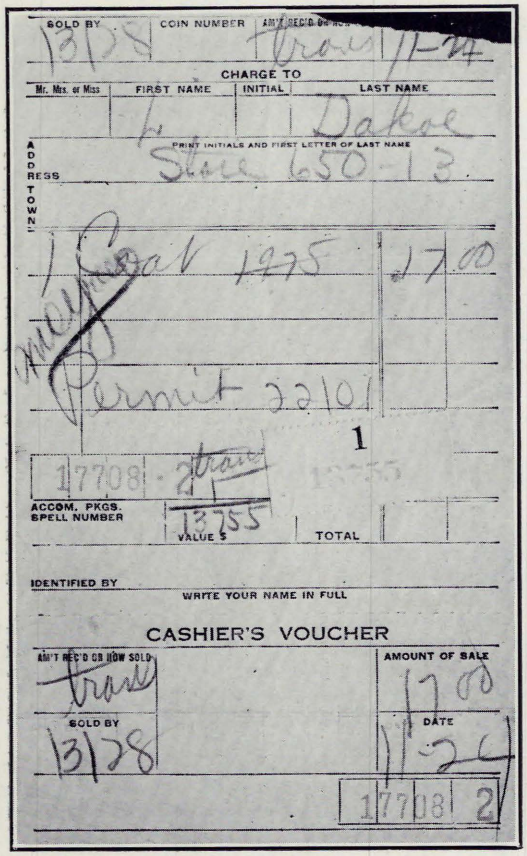
	Won	Lost
Edwards Furniture	25	11
J. C. Garland	23	13
Kaufmann's	20	16
Fort Pitt	19	17
Des Moines	16	20
Harry Davis	14	22
Koppers	14	22
Pgh. Brokerage	13	23
High Individual Score	1 game—Edwards	241
High Individual Score	4 games—Edwards	743
High Team Score	1 game—Garland	558
High Team Score	4 games—Garland	1956

News of the Store "Y" Club

The "Y" Club of Kaufmann's languished for a month or so, but under the leadership of Mr. Roland Friedlander is coming back to life with new vim. The first meeting of the newly organized club was held Thursday evening, December 3, in the downtown Y. M. C. A. Twenty attended the meeting, enjoyed a brisk basketball game and swim and enthusiastically entered into the plans for winter activities. Teams will be chosen to represent Kaufmann's in the various competitive sports with other stores of the city.

The club will meet every Thursday evening in the down town "Y". More members will add to the success of the club teams. Drop in at the club meeting any Thursday evening, and you'll find some sport which will interest you.

Educational Notes



Transfers are not hard transactions to write out on a salescheck, neither are employees' transactions, but when we see them combined on one salescheck we always look carefully to see that all necessary information is recorded.

The points which gave this one honorable mention:

1. Printed capitals.
2. Employees sale price marked accurately.
3. Floorman's O. K.
4. Shopping permit number.
5. Transfer sticker propery attached.
6. Name and store number recorded in charge space.

Books That You'll Enjoy

Among the books in our library that have more than a yarn concealed between the covers are James Barrie's "The Little Minister." The charmingly told story of a young Scotch preacher who falls in love with a gypsy to his own discomfort at first and to the horror of a strict church congregation. "Old Crow" as is usual with Alice Brown's stories, has something to say in the form of a rather unique situation and good characterization. The central figure is a man of about forty who comes back to New England after the war, exasperated with the smugness and superficialty of people in his own class. His tendency to be sympathetic to people in trouble, one browbeaten woman in particular, causes his family to consider him crazed and get him into awkward situations. Dorothy Canfield's "The Squirrel Cage" is another instance of the failure of young married people to develop any sort of intellectual companionship because they are not curious about or tolerant of each other's point of view.

Making the Right Suggestion

The customer came in to select frame and materials for a large floor lamp. She wanted to use black georgette with panels of black brocaded in gold and yet have a good light. The salesperson experimented with three different combinations of pink and yellow taffeta, giving the customer every opportunity for satisfaction. Seeing that the woman was undecided the salesperson said:

"I think the combination gives more light with black, don't you? It's just as good in daylight as it is lighted."

C. "Yes I think I'll take those two. How much will I need?"

The girl measured the frame carefully, told the customer how much it required and went to the next case to cut the lengths of material. As she came back she picked up two bolts of tape.

S. "This is the shade tape to be used with these taffetas."

C. "I think I have enough tape at home."

S. "Oh, you do. Have you the right kind of needles and colors of silk? Pink and yellow?"

I waited while another customer purchased a pair of boy's roller skates at $1.98. When the salesman was through with his customer he came to me and took the same interest in seeing that I got those skates as I should expect if I had been buying an expensive golf outfit.

Then he tried to sell me other merchandise, several articles in fact—boxing gloves and small articles of athletic clothing for boys.

I should say that this man is the kind customers would like to do business with.

These are excellent examples of the type of suggestive selling we advocate. Nothing is stereotyped or hackneyed about the form these salespeople use. Try it for yourself and watch your sales grow.

Miss Snyder—New Visiting Nurse

"To the Storagram Editor:

Just a few words of appreciation to the visiting nurse, Miss Snyder, for her faithfulness and cheery goodmornings and encouraging words during my illness. Also thanks to the Men's Clothing Department, for their generous gift sent with card of best wishes and to the girls who visited me and brought me such a wonderful Hallowe'en basket filled with fruit and nuts and decorated with yellow and black crepe paper. It makes you feel that life is worth living even if health does fail you once in a while.

—Mrs. N. Porter.

Tillie McClurg of the Tenth Floor Alteration Room also writes enthusiastically of Miss Snyder: "My it is just as good as a tonic to have our visiting nurse come into the room. She certainly understands her business and her personality is beyond description. She just takes hold and gets things done."

Miss Snyder is such a popular person with the invalids, we think it only fair that the well folks should have a chance to get acquainted with her. Her photograph must serve as an introduction. But we can't guarantee she'll waste any time on an altogether healthy person. Perhaps a bad cold is enough to win a visit from her—anyhow we would not try small-pox or diphtheria the first time.

A young clergyman delivering his maiden sermon, said: "Before I came here, only God and I knew what I would talk about. Now, only God knows what it was."

Dame Rumor Tells Us

That Miss Ward of the Sixth Floor Art Department suggests that a balcony be built out over Fifth Avenue to give more room for the Christmas embroideries.

That there is much excitement among the men over the bowling contests. Each team is pretty sure of victory. Those on top are determined to stay there; those at the bottom remember the odds against the Pirates, and know there's a chance for a startling recovery. The fact is if you value your life it's not safe to say who's going to win.

That Miss Epstein of the House Dress Department has a new ring and is bubbling over with joy since a certain party has returned from New York.

That although Miss Dunkel is an excellent cook she isn't familiar with all meat cuts. She caused a great deal of amusement at Donahoe's one day when she asked for a "soft rib" boil.

That Becky Sobel almost lost a perfectly good dress in the basement not long ago, when one of the saleswomen mistook it for a new dress and displayed it to a customer.

That employees of the Housefurnishings Department have chosen "Collegiate" as the most popular song of the year. The two songs contributed by that department are pretty good proof of the rumor.

That a certain young lady in Art Needlework Department is the author of "Zeke." It's a clue which we haven't been able to follow successfully, and we suspect that someone is using Dame Rumor to put us off a warmer clue.

That Chauffeur Finnie, suggests that all his passengers to North Side and Forbes Street sign a petition for a bus—not because of increased mail, but the number of passengers. He doesn't object to a crowd, but some of the riders on the top layer are complaining of sore crowns.

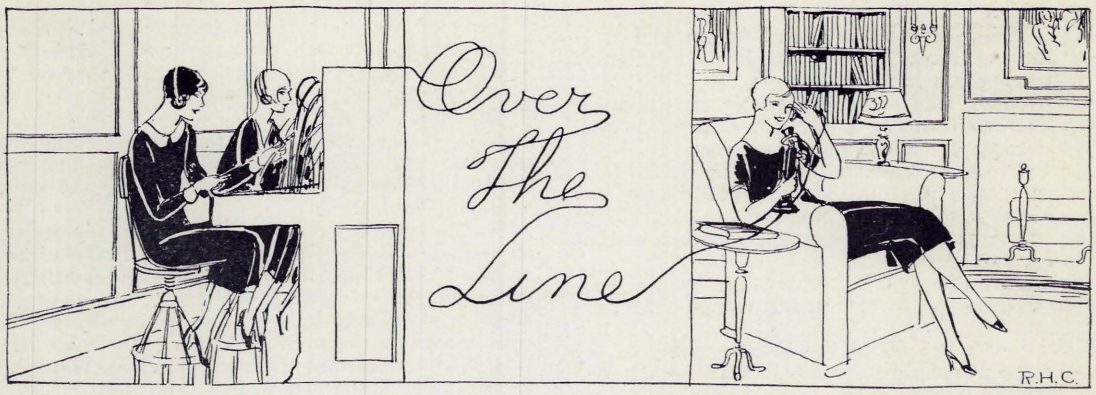
That Miss Keefe in the Credit Office is very good-natured. When she sees her name misspelled, she only laughs and says, "I thought that 'o' had been left in Ireland."

That Horace Wolk is the champion package carrier of the store. When his mother ordered a dress sent out on the store delivery, Horace came up to Tenth Floor and asked Mr. Odenheimer for a box filled with paper and lumber—just for the sake of having something to carry.

Miss Amelia Eigel entertained a group of girls from the store at her home on November 19. The greatest excitement of the evening was the class in the Charleston, Miss Eleanor Slifkin, teacher. Every one had a very delightful time.

Mr. Branningan feels he would like to join the milk brigade. He even suggested to Miss Quinn that he bring his own sandwiches. We're wondering how many pounds Mr. Branningan is under weight.

Mrs. Snyder and her marathon swimmers have had two theatre parties recently. One was to see "Rose Marie," and the other to ?—. Anyhow they said they enjoyed both parties.



"The busiest department in the store," is their assertion, and if you could glance into the telephone exchange on Seventh Floor anytime between 8:30 in the morning and 5:30 in the afternoon, you probably would agree with that statement. To the uninitiated, the speed with which the operators handle calls is amazing. And they maintain this speed all day Except for their lunch period and morning and afternoon relief, they are plugging in on this call or ringing that department, on their job every minute of the day.

For more than a month, the telephone exchange was working under difficulties. While workmen were moving switch boards and cables, the telephone service went on uninterrupted. All the work and confusion was due to the fact that the exchange was being enlarged to take care of the increasing number of calls. Where there were eight operators, there are now fifteen, including chief operator, assistant and relief. And each of these fifteen operators can call any department in the store at any time. There are eleven panels for trunk lines instead of seven.

Practically all interdepartmental telephoning is taken care of by the automatic connections, which do not go through the exchange. As many as 10,960 outside calls have gone through our exchange in one day. Of these, 5149 were incoming calls from customers. Have you ever thought how many customers are served over the telephone each day and how important it is that they should be just as satisfied as those who come into the store to make their purchases?

Mrs. Parsons and her experienced staff of operators do all in their power to make Kaufmann's telephone service 100 per cent. But all they can do is to connect the customer promptly with the correct department. Then it is up to the person answering to continue the prompt and courteous attention.

Here are several suggestions:

1. Answer promptly.
   Your department may be busy, but remember, a customer may be waiting more or less patiently at the other end of the line.
2. Name your department, and answer questions intelligently. It is more difficult for the customer to make a decision when she cannot see the merchandise. You will win many friends if you find out as definitely as possible what the customer wants, make your information explicit and give it in a low, clear voice.
3. Do not leave the receiver off the hook for an indefinite period.
4. When you finish your conversation hang up the receiver quietly. Do not slam it. To slam a receiver is just as ill-mannered as to slam a door.
5. Move the hook slowly up and down for a recall. Jiggling the hook quickly gives no signal on the board.

The telephone is one of the most important factors in our service to the public. If you follow the above suggestions, you will help our staff of operators make this service satisfactory to every customer.

SUPERVISORS OF OUR TELEPHONE SERVICE

MRS. PARSONS
Chief Operator

MISS SWEENEY
Assistant Chief Operator

Among The Packers

Well, Eddie came back and is on the first floor packing crew. We hope he has no difficulty in managing his harem.

We wonder what is so magnetic on the third floor. It's so hard for Eddie, the trucker to pull himself away from the packing room.

Miss Florence Caruso from the fifth floor packing room entertained Miss Sara Piazza and Miss Mary Lucas on Thanksgiving day. With those three together, there is no doubt that it was a merry party.

Well, Mr. James Walker, spring us the surprise. Who is the "sweet young thing" who calls you?

Have you heard about the theatre party of the seventh floor packing room? It was great! Mr. and Mrs. Hall took care of the tickets and provided us with the chocolates to munch between acts.

The party included, Mr. and Mrs. Hall, Mollie Weber, Madge Weber, Martha Hollinger, Sara Piazza, Mary Lucas, Howard Bush, and McSully. Mary said she would never sit next to Sara again. Her laughter is too contagious.

We hope that the eighth floor packers like their new home. We wonder what has happened to Mr. Grant that he is getting so generous lately.

And up at last to the ninth floor force. Leo and Don are back with the old gang. You should hear some of their pass-words.

Tom seems to be the lonely one on ninth. It makes a lot of difference working without certain friends, doesn't it?

Third Floor Notes

Many of the girls of the Infants' and Juniors' Departments attended the wedding of Miss Mae Kelly to Mr. Harry Duvall in Noblestown on Thanksgiving Day. The wedding took place in St. Patrick's Church. Miss Agnes Stokes of the Juniors' Department was the bride's only attendant. Mr. and Mrs. Duvall are spending two weeks in Cleveland, after which they will be at home in Noblestown.

On November 20, Miss Kelly's friends in the store gave a shower for her at Miss Stoke's home on the North Side. The bride-to-be received many beautiful gifts. Miss Kelly had been with the store nine years, and her fellow-workers took this means of expressing their friendship and regret at losing her. They all join in wishing her the greatest happiness in her new "job."

Miss Snyder who has been enjoying the sunshine in California is with us again. Of course she had a wonderful trip—liked California, and had a good time every minute, and yet she seems very glad to be back in the department. She even may have been a wee bit homesick while she was basking in the California sunshine.

Miss Herbert says she'll recommend Mrs. Flinner as a cook to anyone at anytime.

Mr. Adelsheim has made many adjustments to everybody's satisfaction, but recently he received a request that stumped even him. A customer who had bought a watch in our Jewelry Department asked the store to give her the twenty minutes time she had lost.

Vacation Savings Club

Open Your Savings Account by Signing the Slip in Your Pay Envelope of December 29, and Returning to Paymaster's Office, Tenth Floor, On or Before December 31.

"Life is not made for savings, but savings are made that life may be more abundant here and now." Preparing now for your vacation relieves you of that fearful plight, a longing for a pleasant trip, a visit to the lakes or seashore, and no funds for carrying out your plans.

The saving habit is an excellent one to acquire. Calvin Coolidge said:

> "It is not too much to say that almost the whole of what we call civilization is the difference between saving what we make today for use on the morrow and exhausting it at the time we receive it."

Your pay envelope of December 29 will contain full details of the Vacations Savings Club. The new system is planned for the greatest convenience of everyone.

There were five 100 per cent departments in the 1925 club. Why not give your department 100 per cent membership in the 1926 Savings Club?

Master Jack Claherty

Jackie says he's going to have a "muzzy" just like his daddy has.

Service Station Notes

Yes, sir, that's us, SERVICE, and don't pass any funny remarks by asking for ten gallon of gas or saying you have a flat tire.

I wonder why Miss Sutherland rides the "dinkey" car sometimes?

Miss Tracy said she didn't feel much like coming to work Friday, so I take it for granted that Al had a pretty nice Thanksgiving.

Minnie, when are you going to make the announcement? Christmas should be a very favorable time for Holly.

If Mr. Wilcox has his way about it, Florence will be married before the New Year.

Now I know why Caroline is interested in basket ball. They say Albert is a very good player.

If you see Santa Claus, kindly tell him that Beatrice wants something to keep her warm.

Did you see the pictures Sara had taken while on her vacation. Sarah should have no trouble in getting a job with Mack Sennett.

I hear a certain little girl inquiring as to whether "young" Wassel was married. Look-out Wassel.

The N. S. S. S. wishes you all a very Merry Xmas and a Happy New Year.

LEGAL AID BUREAU

Kaufmann's Protective and Beneficial Association

EMANUEL AMDUR, Esq., Counsel.

Legal advice furnished without charge to employees of The Big Store.

Office Hours: Wednesday and Saturday, 9 to 10 A. M. Tenth Floor

Never Say "Just Out"

The Special Order Department was established February 1, 1925, for the purpose of giving greater attention to customers' orders which cannot be filled immediately from merchandise in the store. Since that time it has also taken over the supervision of goods returned for repairs and orders for picture framing. At all times it endeavors to secure for customers articles which we do not have in stock. This may be unusual merchandise which we do not carry, or it may be regular merchandise which is out of stock and on order. The department was organized so that a customer need never be told "We do not have it," but rather should hear, "We will be glad to get it for you." However the Special Order Department is on the Tenth Floor and the customers' requests may come from every selling department. The Special Order Department can be of service only insofar as the salespeople co-operate with it.

Every salesperson has a special order book, and just at present must turn in one special order each day or an order form with "none" marked on it. It should be an interesting game to play with yourself to see how many special orders you can turn in during one week or one month. If a customer wants a garment of a size or color not in your stock, do not tell her that you do not have what she wants—tell her that it can be ordered for her. Many times a salesperson will secure an order and eventually make a sale by simply suggesting to the customer that she allow us to order the article she wants. By taking a special order, you not only help the store but also build up a faithful clientele for yourself.

Nothing is so discouraging to a customer as to hear the refrain "Just Out," or "We don't carry it." The chances are after hearing that harrowing tale the customer will shun your department forever. On the other hand if you show an interest in her by offering to try to secure the merchandise she wants, she is likely to return to your department whenever she needs anything in that line of merchandise.

If you do your share in securing the order from the customer, your buyer will use every means to secure the merchandise. Orders are filed in the Special Order Department according to the promised date of delivery. Before that date, the department knows whether or not the article will be delivered, and if there is any reason for delay, writes to the customer telling her the order is receiving attention and that she will be notified or the goods delivered whenever it is received in the store. The letter is written in a friendly, personal tone, and the customer realizes that the store is putting forth every effort to get her the merchandise she wants.

The Special Order Department continually renders valuable service to our customers. The scope of this service can be greatly increased by the salespeople. If you take every opportunity to offer the help of this department to your customers, you will win their confidence in your own and the store's willingness and ability to meet all their merchandise needs.

Our Own History of Great Salesman

The many people who have read and been told the story of Cinderella do not realize that she was a great salesman

Cinderella's stepmother and sisters were not cruel to her as seems to be the popular conception but on the contrary the family lived harmoniously and in a loving atmosphere. They were very poor, however.

When Cinderalla's father died, he left to his family a failing business. Mr. Jones (Cinderella's surname) was a manufacturer of cut glass. Due to a streak of bad judgment on the part of Mr. Jones, the factory had made thousands of cut glass slippers to be used as pin cushions or ferneries. The slippers unfortunately could not be sold as the vogue for these articles ceased. When Mr. Jones passed away, the inheritance of the family was the factory and about three thousand cut glass slippers.

Cinderella, who was an extremely pretty girl, obtained a position as a model in a fasionable dress making establishment. The other sisters obtained employment and the family managed to scrape along.

It came to pass that a famous prince visited the city and was lavishly entertained. The last event prior to the prince's departure was a grand ball. Cinderella heard about the ball and determined to attend. She was fortunately chosen to display a gown at the affair and thereby became a guest.

On the night of the ball when Cinderella had finished her dressing, she realized that through an oversight she had not been supplied with slippers. Like a flash the thought came to her that she could use two of the cut glass slippers in lieu of regular ones, and hastily she put on two of the glass slippers. She taxied to the ball where she arrived in due time.

Cinderella fearing that the slippers would break would not dance and contented herself with sitting and watching the festivities. The visiting prince passed Cinderella and noticing this beautiful girl sitting alone asked her to dance with him. Cinderella could not well refuse so high a personage and glided off in the arms of the prince. They had not danced very long before one of the slippers broke and Cinderella very much mortified ran out of the building and home.

Everyone knows how the prince found the broken glass slipper, sought out Cinderella, found her, and how they were married and lived happily ever after.

However, due to Cinderella's adventure, glass slippers became the rage and it was not long before the Jones factory was working to capacity turning out glass slippers. The family became very wealthy and influential in the community and Cinderella became principal stockholder and president of the great corporation that bears her name.

By Mr. Sims of Seattle

If you're driving an automobile you value highly, its well to give a street car the right of way. They may be yellow but you can't bluff 'em.

✣ ✣ ✣

"You've heard about these new Ford Aeroplanes?"

"Ye-ah."

"Well, you'll soon understand the meaning of 'a bolt from the blue.'"

Mrs. Berger, formerly buyer in the Camera Department is enjoying a long rest in Miami, Florida. Many of her friends in the store have received cards from her. She seems to be growing very fond of Florida. Her greeting is "Tell all whom I know in the store, "Hello."

Suggestive Selling

To my mind there are two forms of suggestive selling The one kind is like that used in the grocery store where you are always assailed with the query, "some pickles, lard, flour?". The other and right kind of suggestive selling might be called the "dress-up" kind.

Suppose a customer comes into a department and makes a small purchase. The salesperson haphazardly suggests several other things in which the customer is not interested. She goes to another department and the same thing occurs; finally she may go to another department which is very busy and have to wait a short time for service. She may leave the store feeling in a very bad humor, brought on entirely by too much of the wrong type of suggestive selling.

On the other hand, a customer who has bought a pair of shoes may be very glad to have the salesperson suggest the correct shade of hose to wear with the shoes. Or if a customer has bought a shirt, it is very easy to display a collar and tie with it and all will look better for being shown together. There are many times when a customer is glad to have you suggest the thing that will go well with the article she is buying, and she will be grateful to you for mentioning it. Don't try to sell it but show how the article will look "dressed up." The sale will make itself.

It is not good suggestive selling when you just go a step further than asking "something else" and mention an article without considering whether or not it has any connection with the article purchased. It takes very little thought on your part to suggest something appropriate to the merchandise sold, and you will gain your customers' confidence as well as adding considerably to your sales.

O. M. Voelker,
Third Floor.

Interesting Items From Ann Adams' Service

Ann Adams is continually receiving unusual requests or letters in regard to merchandise or the personal attention that she so frequently gives. Recently, we gleaned two interesting letters from her—just samples of what she receives from time to time.

This one reveals a prize won·

DEAR MISS ADAMS:
The white felt reached me in time to make my little booties for our "Fair" and they took first prize. I wish you could see them, made from the felts you so kindly sent me, and now I want you to send me twice the amount this time for which I am sending two dollars, and thank you and the Kaufmann Company for your courtesy and promptness. Am going to send for tan soon; it is very nice.

Very Sincerely,
MRS. ————

And what do you think of this?

DEAR MISS ADAMS:
I thank you for this special delivery letter. It was received before Betty went to school and so relieved her mind.
You see a visiting uncle gave her $5.00 and she is crazy for a little fluffy white dog, so when the "add" appeared, it seemed providential to her.
I did not think there would be many at $5.00 so I phoned you the first moment I thought the store was open for business. If there is any prospect of another shipment soon, get one for her—a fat cuddly, white puppy, and she will adore it and you. If you send one, please send a box of puppy biscuit along with it—also suggest a cute name. (Would you object to Princess Ann?)

Very truly,
———— ————

We certainly would like to have had a glimpse of "Princess Ann," and envy Ann Adams the pleasure of supplying little girls with "fluffy, white dogs."

First Floor

We wonder why May Rogner is so busy evenings making lamp shades, painting china and doing other things. Is it for a hope chest?

If you want to see the Charleston done right, ask Sara Schnier to do it for you.

Have you seen the smile on Anna Polena's face since she has a playmate for Rover?

Solodor, why didn't you tell him to keep the car when he put a red tag on it?

The latest song in the Drug Department is "Has Anybody Here Seen Swaney."

"Where are you going, my pretty maid?
"To Munhall, to Munhall," Kitty replied.

Addressograph Department

Elsie—Though a quiet maid is she,
I think I know what she desired to be;
The saying is "That waters still, run deep."
She'll be a credit both to you and me!

Our EMILY is a willing, helpful maid,
On whom we needy strugglers call for aid;
She does so many trying tasks for us,
Of work and worry, she is not afraid.

LILLIE—Our Prima Donna is she,
She plays the piano, oh, so beautifully.
And I enjoy it—every lovely tone.
Here's my good wish for what she is to be.

FRANCES—A girl who is quiet and sedate,
Her every manner is a charming trait;
Forever cheerful, friendly and sincere,
I hope her friendship you will cultivate.

Sports

For health and recreation, we think immediately of sports. Sports in every form are what make this nation as great as it is. Sports afford the means of relaxation from all our cares and from the daily grind.

It is well known throughout the country that Pittsburgh ranks third in the field of all sports, and at the present time has the World's Championship in baseball. Our own store maintains the largest and most complete, up-to-date sporting goods department in this city and ranks with the best in the country.

To assemble all the different merchandise and seasonable items for sport, requires great preparation. The merchandise for a department of this kind comes from all over the world, and is put together in one place and properly displayed so that the customers can easily purchase their wants. If it is camping equipment one needs, you can get anything from a canoe paddle to a trailer for your motor car. For skating, for football, basket-ball, whatever kind of sport, you will find all the things you require for the game in this department.

The Golf Department is one of the most up-to-date in the country. The game of golf which originated in the fields of Scotland in the fifteenth century, was introduced into the United States by the English in 1887. Today America outranks all countries in the money spent on the game and in skill. Through our system of public links, golf affords that calm and wonderful exercise that so many of us need. It has broken down all social barriers that were typical in some sports in the old days. Skill, not social position, is what counts in the game.

As the members of this great army are our best customers, needing all kinds of merchandise, the writer would like to feel that when they go into other departments, they will receive the same courteous and friendly treatment that they do in this department. If you will learn your customer's hobby (and most of them have some sporting hobby), your success as a salesperson is assured.

J. J. WHITTINGHAM,
Golf Instructor.

Howls From China Department

Miss Fisher and her co-workers surely are to be congratulated on the wonderful display of pottery and flowers in the Auditorium, and for the great effort put put forth by them in making the beautiful Flower Show a success.

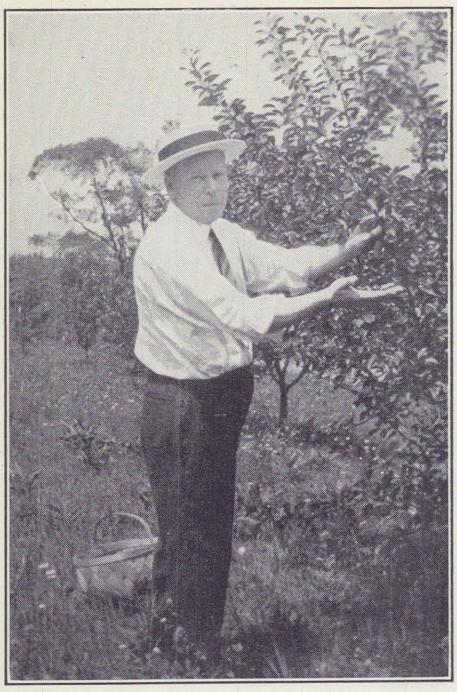
Mr. Young will soon be a star, from the popularity he receives through the Storagram; his latest addition is a swell new overcoat, and we understand Selma was all wrapped up in it.

Wonders never cease, when on several occasions a certain quiet little lady, from our department, is seen riding to work in a flivver with a young man. You say surely it can't be Wee-Gee.

Miss McNaughtin is looking very blue of late. We think she is sorry she said YES, when he sang, "O Promise Me."

Grace and Mary (pals) in Bric-a-Brac Department are wondering what the styles for weddings will be in the spring. Several others in same department are wondering too, but they keep mum about it.

Mr. Pickering has been appointed assistant to Mr. Albright in the Jewelry Department. Mr. Pickering has been in the Clock Department for some time and is well liked by his fellow-workers. Best wishes for success in his new responsibilities.



Mr. McKenzies Hobby — Picking Cherries

Sixth Floor

If you would know how a cheerful smile is missed, come to the Wash Goods Department when Miss Wiseman is absent and see our forlorn look.

The Wash Goods Department wish to extend their sympathy to Miss Smith in the recent loss of her brother.

Miss Boyda, our wrapper must get up with the chickens. She is always first in the department in the mornings.

The members of the sixth floor wish to take this method of extending a welcome to Mr. Cavanaugh and assure him cooperation in his duties as floor superintendent.

Miss Kalb was caught trying to find daylight at 5:25 P. M. with a customer.

Miss Hilda Holsworth of the white goods is so busy all day, she hardly has time to convince Mr. Callahan that Mount Oliver has electric lights and paved streets.

Miss Francis Frankel of Dept. 49 has left Kaufmann's after almost six years of service. Miss Frankel's many friends were sorry to see her go. She has left for Chicago where her father and sister live. Many wishes for your future success, Francis.

If you want to see one of the busiest people in the store, you should watch Miss Ward stamping linens. Her favorite saying is, "Don't bother me, I'm busy."

We know one girl in the store who is going to be pleased with her Christmas present. Watch Ima eyeing Peggy when she's working on a certain bead bag.

Modern Prince Charmings

We all remember when we were tiny children, how we delighted in hearing over and over again the charming fairy stories and when we grew old enough to read and reread them ourselves. Among these, the tale of "The Sleeping Beauty" captured our imagination. How we hated the wicked old witch who predicted the death of the baby princess and began to hope when the Good Fairy modified the curse and said the princess would only sleep for one hundred years, and at the end of that time be awakened by a handsome prince. We could have wept for joy when Prince Charming finally heard of the sleeping princess and worked his way through the briars and tangled forests and broke the sleeping spell by kissing the princess. After that, the whole palace awoke, everything became life, and activity, and the prince and princess were married and lived happily ever after.

Today the tendency is toward realism and frankness. We are seeking truth, and in our somewhat eager search for the unknown, we are apt to forget that for each of us there is some particular obstacle to overcome, some difficulty to meet, before we can reach the goal of our ambition.

As children, we rejoice and weep spontaneously as we follow the fortunes of a hero or heroine, Life is revealed to our young minds in terms of adventure. We read on until we come to the happy ending.

But where are all these grown-up children when they pass from the world of make-believe into the world of actual experience? Why do we invariably lose that zest for adventure, that desire to unwind difficulties, that hope to keep on steadfastly until the happy goal is reached?

In this great store where we are all co-workers, each of us can be somewhat of a Prince Charming. No matter how humble our position, we have the power to work through its entanglements and, as if by magic, illuminate it with our desire to make it worth while. Our own particular work should be the "Sleeping Beauty" for us,—to seek it out and make of it a joy. Can we not go a bit farther and complete the idea of Pittsburgh's "Dream Store" by making ourselves the builders of it?

Ethel Forbes, Shopping Bureau.

Millinery Department

The new Millinery "French Room" has opened on the fifth floor and we must say "French" is the word. It certainly is beautiful with its artistic touches and the "exclusive" models displayed. Miss Anna Britt who is in charge is very proud of it.

Esther Thompson is "Some" Hawaiian dancer. Ask the millinery work room girls.

Sarah Vaughn has been talking about bobbing her hair. "Come on Sarah" don't get leary.

Poor Jane Graham's heart is broken at the frequent visits that sweet William makes to Wheeling. Cheer up Jane, the first hundred years are the hardest.

The Burke and the Caskey romance is renewed once again. Of course true love never runs smooth.

"Zeke"

A piece of steak is like a feller with a new suit of' clothes—you can't tell much 'bout them from their looks.

Seems funny to hear a girl ask for overtime on her lunch period cause she has t' git her neck shaved.

A feller is short on judgment an' long on nerve that goes away 'nstead o' towards home in a thirty dollar second hand car.

The best way o' convincing an anti-evolutionist is t' show em a bunch of ol' photographs.

A woman allus gits th' last word—ceptin' when she's talkin t' another woman.

If life seems hard to you that's all the more reason why you should help to make it easier for others.

One o' the best things to remember is what's best t' forgit.

Shoe Findings

Fifth Floor Shoe Department

Just as a football team rounds into shape for the most important game, so the shoe department is gradually rounding into shape for the Christmas rush, and after Christmas sale. With small improvements here and there, such as extra shelving, sample shelf, and rolling mirrors which have been instituted by Messrs. O. M. Kaufmann, Lawler, and Walters, the much heralded millinery department will have to step some to keep apace with it. About six tables have been placed through the department so that all the Christmas slippers can be displayed, which thereby makes it easy and speedier to make a selection. The personnel is also rounding into shape: Notably, the newcomers, who after some rough handling by the regulars are ready to hit the line, and put it over for a touchdown. These football tactics are taking hold with the gang it seems, for every evening there is a rush made before the last bell. Mr. Grauer and Mr. Sexton must have been excellent football players in their day, for the latter's back charging and the former's ability to reverse the field are well known.

Tom Galterio, the head shoe maker, left us on Saturday, November 28, to go into business for himself in Knoxville. For the wonderful service he has rendered, the department presented him with a handsome table lamp and a pair of gloves. Tom wishes to say through the Storagram that he thanks you one and all for the gift and your kindness toward him while he was with the store.

Alteration Room

A turkey dinner was given the fitters by Mr. Robert Gibson in honor of his bride, the former Mrs. Shingledecker. The dinner was a surprise and as Miss McMahon said "There isn't a thing that isn't right." A kitchen shower was given the bride, the articles were given with appropriate verses causing much fun which was enjoyed by all. Music and singing closed the evening.

Miss Mary Sullivan gave a dinner to the fitters Nov. 5th in St. Regis Home. There was music and dancing in the gymnasium followed by cards in the recreation room. The party was voted a success by all present.

MARY MILDRED STOCK

Gilbert Stock of N. S. Warehouse is her proud daddy

Bookkeeping Notes

True to our promise we appear again. Christmas is very close now, and one of the popular cries is "Oh, I wonder what he will buy me?" But wait until it is all over, and see the story many of the left hands tell.

Have you all noticed the fraternity pin Helen McCormack has been wearing? What does it mean?

Gertie Haas has been talking of Philadelphia a great deal. Well, there's lots of time for action next summer, Gertie.

Cards, cards, cards! That is the song of the rotary girls.

Alberta Dithridge is the most recent bride in the office. She slipped away to Wellsburg on Thanksgiving Day, and is now Mrs. William McGall.

Eleanor Clingman is back in our midst after a month's absence. Welcome to our happy home again.

The most popular slogan at lunch time "Where shall we eat?" seems to be upheld very well by Katherine Keefe and Virginia Perry.

The Bookkeeping Department wish our friends in The Big Store, A Merry Christmas and A Happy New Year.

Basement Shoes

A customer who did not understand the significance of taps at noon on Armistice Day was curious to know what suddenly happened to our Romeo when he stood so stiff and straight.

"Ann" seems to be a great attraction to the men of the basement. If salesmen seem scarce, just walk over to her desk and you'll find all the Beau Brummels.

Misses Leech, Lynn, Coppy are "The Three Musketeers" of the basement shoes. There motto is "united we stand."

Food Facts

Do you eat to live or live to eat?

Food is any substance, which, when taken into the body, will build new tissue, repair old tissue, furnish heat and energy, or stimulate and regulate the chemical reactions of the body.

Man's body, like an engine, requires fuel, and occasionally repairs. The fuels are carbo-hydrates, proteins, and the fats of food. The energy or heat in these fuels is measured in calories.

A calorie is the amount of heat or energy required to raise the temperature of one kilogram (1000 grams) of water one degree Centigrade.

1 gram carbohydrate yields 4 calories when burned in the body.

1 gram protein yields 4 calories.

1 gram fat yields 9 calories when burned in the body.

To maintain weight generally speaking, a moderately active woman, weighing 125 pounds requires from 2000 to 2300 calories daily. A moderately active man, weighing 160 pounds, requires from 2400 to 2700 calories daily. This statement is of necessity an arbitrary one, as the number of calories required daily varies according to age, weight, height and activity.

The young require more food for their body weight than the old, the tall more than the short, the active more than the sedentary.

Excess fuel, whether carbo-hydrate, protein, or fat, may be stored in the form of fat in the body. Obesity is evidence of overeating.

The carbohydrates of food supply energy in an easily available form. Sugar, cereals, breads, fruits and vegetables are rich sources of carbohydrate. To promote health, use carbohydrate in the form of fruits, cereals and breads rather than in the form of candy and sweets.

The repair parts for the body machine are derived mainly from protein. Meat, eggs, fish, cheese, milk, peas and beans are rich in protein. Ten to fifteen per cent of the total energy of the day should be obtained from protein. This will amount to from 60 to 80 grams of protein per day. Larger amounts of protein than this are unnecessary, and probably harmful.

Butter, cream, bacon and fat meats are rich in fat. Fats are necesssry to supply heat to the body.

People are often overfed, yet undernourished; therefore other food materials are necessary, in addition to those yielding calories.

Minerals, such as lime, phosphorous, and iron enter into the formation of teeth and bones, and help to keep the hemoglobin up to standard. Minerals occur abundantly in fruits, green vegetables and milk.

Vitamins also are essential to good health and growth, and may be obtained from milk, cream, butter, eggs, fresh fruits, and green vegetables.

Water is important; drink it freely.

If you will choose for each day five average servings from the food listed in Group I, and three average servings from each of the other groups, an adequate diet will be secured.

GROUP 1

Sources of minerals, vitamins, and anti-constipating factors:

Apples	Beets
Berries	Cabbage
Cherries	Carrots
Grape Fruit	Cauliflower
Oranges	Corn, green
Melons	Lettuce
Peaches	Celery
Pears	Onions
Pineapples	Peas, Green
Plums	Radishes
Prunes	Spinach
Asparagus	Tomatoes
Beans, String	Turnips

GROUP II

Sources of protein:

Beans, Dried	Meat
Cheese	Milk, Whole or Skim
Eggs	Buttermilk
Fish	Nuts

Milk and Green Vegetables Come Foremost as Health Foods

GROUP III

Sources of energy and heat:

Bread	Macaroni
Cake	Potatoes
Cereals	Puddings
Crackers	Sugar

GROUP IV

Sources of heat and energy:

Bacon	Fat Meats
Butter	Salad Oils
Cream	Salad Dressing

Example of diet for one day.

Breakfast

Orange	1 medium
Cereal	½ cup
Cream	4 tablespoons
Toast	1 slice
Butter	1 square
Bacon	2 strips, crisp
Coffee	

Luncheon

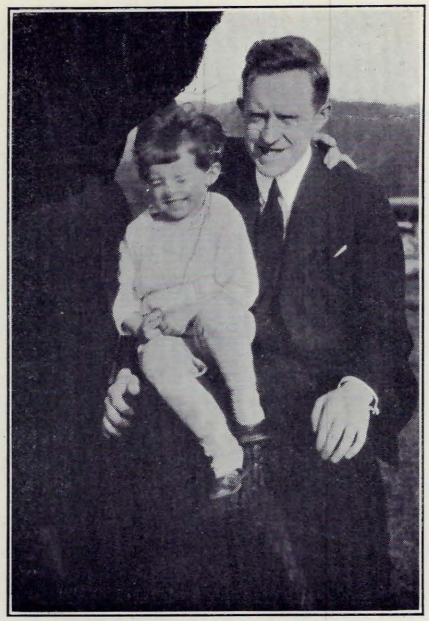
Cream Soup	1 bowl
Crackers	2
Combination Salad	
Roll	
Butter	
Baked Apple	

Dinner

Consomme	1 cup
Celery	1 heart
Broiled Steak	6 ounces
Baked Potato	1 medium
Buttered String Beans	3 tablespoons
Pineapple Salad	1 average
Bread	1 slice
Butter	2 squares
Ice Cream	2 ounces
Cream	2 tablespoons

A properly balanced diet is the hub around which the wheel of life revolves.

Dr. Wechsler.



Mr. Hanlan and Bobby

We wanted to have many news items from Forbes Street to go with this smiling picture of Mr. Hanlan, but it seems they were too busy delivering Christmas presents to tell us anything about themselves. Everybody works hard during December but Forbes Street garage and delivery think they should head the list. You've often seen a Kaufmann truck in your part of the city just as you were starting for work or as you were going home. The efficient deliver force is on the job from morning until night all the year around, and December is the climax of their work. Mr. Hanlan and his force deserve our heartiest commendation for their ceaseless effort to get the Christmas merchandise to the customers of Kaufmann's with the usual quick service. May each and very one of them find a full stocking at his own fireside on Christmas morning.

The workers in the Forbes Street Fourth Floor Stock Room want us to know "that it is a wonderful stock room, which takes great pride in its cleanliness and order of the floor, bins, and merchandise. Every week more than 100 cases of merchandise are opened, checked, marked and sent sent to the store, and each day more than 100 orders for merchandise are taken care of. This work is done by two women, one man, and three boys, two of the boys helping in the store part of each day. Everyone is always on the job. Sounds like a pretty good crowd, doesn't it?

Card of Thanks

Mrs. Jacobi and her daughter wish to express their sincere gratitude to the friends in Kaufmann's for the beautiful floral tributes and the many acts of kindness shown them during their recent bereavement.

Seventh Floor—Housefurnishings Department

Who says Friday, the Thirteenth, is an unlucky day? Not Pearl! On that day, she received a beautiful diamond ring. Good luck to you and Leo.

Cupid's dart has struck another of our number. Smiles, happiness, a diamond—page Marie.

Speaking of boyish bobs, have you seen Miss Low's? We all take off our hats to you, Bobbie.

We're feeling in a poetical mood just now and here are the results:

If the day is dark and dreary,
And You're feeling kind a' blue,
Nothing stops your feeling weary,
Cuts your troubles right in two
Like a smile.

And you find where e'er you go,
Employees that you hardly know
Are glad to stop and say, Hello,
When you smile.

Our department has produced two new versions of "Collegiate."

To Miss Kubey

Selling boilers, sure is Kubey's specialty,
No one on the floor can run such books as she,
She is sure some hustler—anyone can see
Big books are no mystery to her.

Boilers, boilers, yes, she sells the boilers,
For she is some toiler, yes, ma'am.
Large ones, small ones, copper ones and tin ones,
Perfect ones and bum ones, yea.
Chair seats are the things she never sells,
But you never see her miss a copper boiler.
Very, very seldom in a hurry, never, ever worries,
She's a hustler, rah, rah, rah.

To Miss Lasher

Lasher sure is right there when it comes to fun,
Everything to her is just a great big pun,
She is always smiling, smiles to everyone,
When she's around, Oh, gee, ain't we got fun.

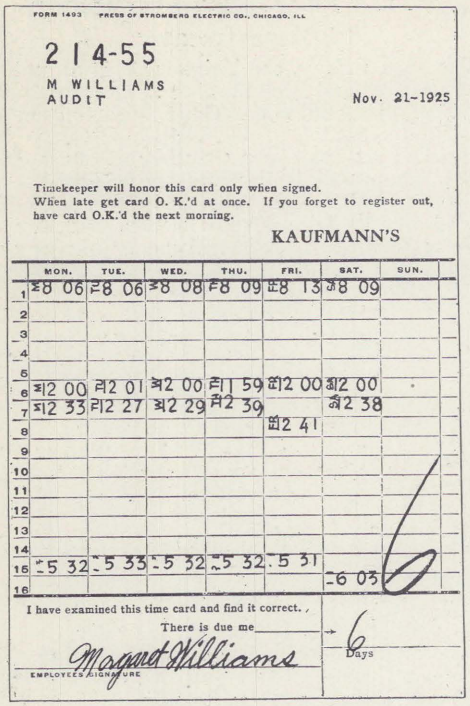
Lasher, Lasher, Yes, you are some laugher,
Nothing seems to matter, no ma'am.
Always snappy, makes all around her happy,
But she's rough and ready, Yea.
Frowns are the things that she never wears,
And she hasn't any room for gloom nor sadness,
Very, very seldom in a hurry, never, ever worries,
She's a laugher, rah, rah, rah.

Lost and Found

Articles found and turned in at the Time Keeper's Office on Tenth Floor—

2 class pins.
1 man's gold ring.
1 pair glasses.
rosary beads.
1 pair kid gloves.

Anyone having lost these articles may obtain them by being able to identify them. If no claim is made for the articles, they are returned to the finders.



FORM 1493 PRESS OF STROMBERG ELECTRIC CO., CHICAGO, ILL.

214-55

M WILLIAMS
AUDIT

Nov. 21-1925

Timekeeper will honor this card only when signed.
When late get card O. K.'d at once. If you forget to register out, have card O.K.'d the next morning.

KAUFMANN'S

	MON.	TUE.	WED.	THU.	FRI.	SAT.	SUN.
1	8 06	8 06	8 08	8 09	8 13	8 09	
2							
3							
4							
5							
6	12 00	12 01	12 00	11 59	12 00	12 00	
7	12 33	12 27	12 29	12 30		12 38	
8					12 41		
9							
10							
11							
12							
13							
14							
15	5 32	5 33	5 32	5 32	5 31	6 03	
16							

I have examined this time card and find it correct.
There is due me 6 Days

Margaret Williams
EMPLOYEE'S SIGNATURE

An Excellent Example of the New Time Card

The new card is intended to reduce time adjustments to a minimum. The directions at the top of card are explicit. Each time you register, you are reminded of the fact that any lateness or non-registry must be O. K.'d. Then before your card goes to the paymaster, it must have your signature stating that it is correct. You are your own time-keeper. How often will you be able to sign your card without asking for one O. K.?

The Credit Office

More and more diamonds are sparkling in our office. Margaret Kirshner appeared recently wearing a lovely new ring. The lucky man is Paul Hudson of Suffolk, Virginia. Freda Rubens had a most successful Thanksgiving Day, for 'twas then she received the ring.

Mr. Glass was so impressed with the appearance of a new ring in the tube room that he decided to clean house in honor of the occasion. You should have seen him wielding the dust cloth the morning of November 27.

Pearl Rose tried to wish away part of her life to bring Christmas a little more quickly. It's not an ordinary present she's looking forward to —it certainly must be the ring.

Members of the Credit office had a masquerade party at "The Cedars" on Hallowe'en. They're still talking about the good time and delicious food.

Carl Bartels who has been an authorizer for several years has left the store recently to become a mail clerk. We will miss Carl's good-natured laugh very much. Our wishes for his success go with him into his new work.

Old Timers

In speaking with Mr. Meyers and Mr. Lawlor about the new time cards and lateness, we gleaned some of the favorite excuses that are poured into their ears. Here they are:

Plausible Excuses for Lateness

(Do not guarantee that these excuses will be accepted.)

Good for Rainy Days

Didn't know it was raining until I got outdoors. Had to climb three flights of stairs for an umbrella.

Man slipped in front of car. Held up traffic fifteen minutes.

Have a bad cold—spent ten minutes hunting my rubbers.

Cars packed—two passed without stopping.

Left my car outside—water got on the wires—had to dry it before I could get it started.

General Excuses

Charleston party in the apartment above mine. Kept me awake until 3 P. M.

Baby has the colic. Didn't get two hours sleep last night.

Had company—had to sleep on the box couch.

Just couldn't leave the radio. Got Denver at 1 A. M. (Better make sure your department head is a radio fan before you try this.)

Alarm clock stopped at six. Must bring it in to be repaired.

The bus had a blow-out. Missed the 7:55.

One of the children cut his finger just as I was leaving. Had to see if it was serious.

A Gift to Mr. E. R. Roberts

On the afternoon of December 7, Mr. E. R. Roberts was presented with a beautiful ring by Chief Engineer Lee from all the boys of the engine room. The ring is set with a good-sized ruby, and the mounting was hand made and hand-decorated by Engineer P. F. Gallagher. The material of which the ring is made is an acid, rust and wear-proof metal which was used for breech locks on cannons during the war. Mr. Gallagher was fortunate in getting hold of a small piece of this metal, for it is no longer made and cannot be bought at any price.

The ring was given to Mr. Roberts as a token of the high esteem in which the engineers hold him. He was deeply touched by the gift, and thanked them all for it and for the spirit of good will with which it was presented.

Luncheon for Retail Bureau Members

On Tuesday, November 17, Kaufmann's gave a luncheon for the members of the class and staff of the Research Bureau for Retail Training, University of Pittsburgh. Kaufmann's and a group of other Pittsburgh stores co-operate with the Bureau in an endeavor to apply scientific methods to the solution of personnel problems in department stores. The luncheon was given just before the students of the Bureau entered the various stores for six weeks service and study.

The talks given by Mr. Oliver Kaufmann and Mr. I. D. Wolf expressed the cordial feeling of our store toward the members of the Bureau organization, and our desire to help them in every possible way.

The Caste of Characters of the Sporting Goods Department

For the benefit of those who came late and for those who did not come at all, we wish to introduce our force in this manner:

Mr. Frank Walker, Buyer. He and President Coolidge went to the same school of oratory. Mr. Walker was at the head of the class. He talks less than the President.

Mr. E. J. Danner, Assistant Buyer. You will easily recognize him because he is the only man in the department who is growing up through his hair.

Miss Adelaide Hobbs, Sweater Buyer. In addition to buying sweaters, she has the job of keeping the sweater boys out of mischief.

Prof. Whittingham, Golf Instructor. The man who wears short pants.

Ruth Barry, Wind Breaker Expert. The type of girl you read about in American Magazine stories and Business College advertisements.

Mary Daugherty, Boys Sweaters Saleslady. If you hear a long drawn out "y-e-e-s" said from the bottom of the heart, it comes from the bottom of Mary's chest.

Anna Rice, Another Boys' Sweater Saleslady. She is interested in boys a little older than those to whom she sells sweaters.

"Lefty" Levison, Team Man. He is an example of what the inferiority complex does.

Leo Ficter, Men's Sweater Salesman. He makes a blue day as bright as a blue diamond with his never ending stream of witty remarks. The bowling records show that he is one of the league leaders.

J. Z. Miller, Bicycle Salesman. He is a hard worker—he does not read the Storagram during store hours.

Pete Wendling, Golf Salesman. He needs no introduction. The new men are not interested in him and the new girls are already acquainted.

Pete Heslip, Gym Suit Salesman. You have seen him do his stuff at the Duquesne Gardens.

Dave Jacobson and Clarence Faust,—the two fellows who a raise periodical and spasmodical moustache. They try to raise one every other month, but the hairs do not come out per schedule.

Fred Hollins, Gun and Fishing Tackle Salesman. His smile forces him to use Pebeco three times a day.

Catherine Salassi, Cashier. A very good worker.

Amella Browdy, Wrapper. A good scout.

Elizabeth Lacher, Tailoress. She wears a size 54 sweater and does not care who knows it.

The Author of These Lines—Faust brought him up in the way he should go, but he departed therefrom when he learned to smoke a pipe.

We heard it said the other day—"Any child can learn from his own experience, but it takes an intelligent man to learn from the other fellow's experience."

Squeaks from the Furniture Department

Favorite Excuses for Lateness

Harry D. Garey—I stayed up half the night thinking how to put thirteen dogs into 12 kennels, and each dog in his own kennel.

Sidney Wood—Up until after midnight trying to figure out how to get more space from the department.

Jack Collinson—Never got that cross word puzzle solved.

M. Brown—Giving instructions on cornet.

Lawrence Sefton—Had two entertainments to coach.

E. M. Jones—Helped some lady to cross the street.

M. A. Hurney—To attend two meetings of board of directors.

W. H. Snaman—Never late!!

Frank M. Gabig—Got home late from K. of C.

Edward La Grange—Penny ante with the boys.

Oscar Berglund—It was some party. Boy!

Theodore Heil—Hunting the game rules book of last season kept me up late.

H. Sonder—Figuring my net sales for the year did keep me awake all night long.

C. J. Kunde—Cold starter wouldn't work.

John Holmes—Studying up some funny things for the Storagram's Christmas number.

M. DeWalt—The study of human character at the present time means late hours.

L. McLain—Thinking on ways and means to assist my fellow-workers makes me spurn sleep—but nature needs must rest.

G. O'Brien—The lights in the tunnel were out. I couldn't see what time it was.

(Note: If Mr. Kolling and the System's Manager get together on lateness excuses, the study should be scientific and complete. Knowing the cause is half the cure. Looks as if lateness was doomed in the store. Editor.)

Fourth Floor

The fellow-workers of the fourth floor extend their sincerest sympathy to Miss Murphy who recently has lost another sister. Unusual grief befell Miss Murphy's family when three of her sisters died within one year. Our heartfelt sympathy goes out to Miss Murphy and her family in their sorrow.

We are all glad to welcome back to our departments the fellow-workers who have been absent on account of illness.

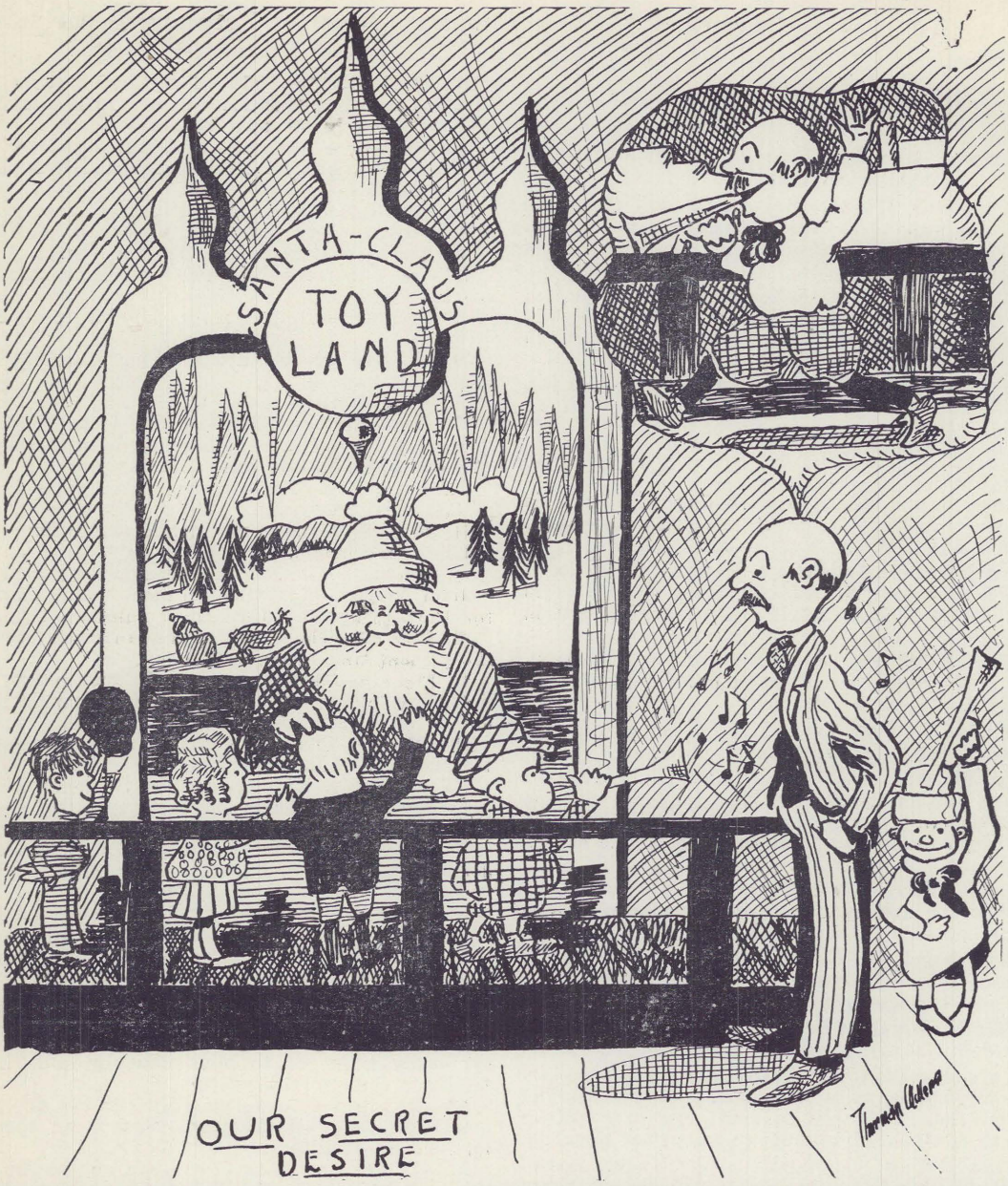
Miss Byers and Miss Green are on the job in the suit department and looking as well as ever.

Miss Toubey, who was suffering from rheumatism, is feeling quite well again.

Miss McKenna of Ladies gowns and Miss Waugaman of Misses dresses both fell under the evil spell of the "flu" germ, but got rid of it quickly and are feeling fine.

The fellow-workers of the Knit Underwear Department, sixth floor, and Infants Department, third floor, sympathize with Miss Weyman whose mother died November 29th.

A famous general once said, "An army of sheep led by a lion is better than an army of lions led by a sheep, but best of all is an army of lions led by a lion."



Christmas Gifts We'd Like To Give

To S. F.—Any perfume but Coty's Paris.

To Mr. Ertle—A ball that will stay on the alley.

To Mr. Gavender—A muzzle.

To Mr. Wolk—Less leisure time to spend in my office.

To Frank Wertheimer—A memory jogge.

To Miss Fortune—The air.

To Miss Baker—Apologies for this literary effort.

Christmas Gifts We'd Like To Get

From Mr. Lawlor—His portly air of self sufficiency.

From Mr. Clarkson—His glorified Tommy Atkin's accent.

From Ray Heyman—His capacity for making wise cracks.

From Miss Kuhlman—Her hair so we'd look like Grange.

From Mr. Traub—His Cherubic grin.

From a Certain Party—(Personal)—My $10.00.

From E. J. Kaufmann—More salary.—H. W. B.

Christmas Everywhere

Everywhere, everywhere, Christmas tonight!
Christmas in lands of the fir-tree and pine,
Christmas in lands of the palm-tree and vine,
Christmas where snow peaks stand solemn and white,
Christmas where cornfields stand sunny and bright,
Christmas where children are hopeful and gay,
Christmas where old men are patient and gray,
Christmas where peace, like a dove in his flight
Broods o'er the brave men in the thick of the fight .
Everywhere, everywhere, Christmas tonight!

For the Christ-child who comes is the Master of all;
No palace too great, no cottage too small.

PHILLIPS BROOKS

Christmas Time

When the first snow falls and covers the ground
And the North Wind makes his sweeping round,
And no bad boys or girls are found,
You know 'tis Christmas time.

When crowds are pushing in every store,
Traveling impatiently from floor to floor,
Selecting their gifts for rich and poor,
Then it's Christmas time.

When ma brings the tots to see Santa Claus,
And Toyland draws their hearty applause,
When unrestrained come loud ha-ha's,
It's a sign of Christmas time.

When the papers all seem to advertise
Nothing but beautiful merchandise
Ready for a Christmas surprise,
Then be sure it's holly time.

When days are busy and folks prepare
For the biggest season of the year
And each day brings it nearer and near
To good old Christmas time.

Then mind that you watch your P's and Q's
And keep on smiling, do not refuse;
If you spread cheer, there's nothing to lose.
For Christmas is Happy-Time.

Ethel Forbes,
Shopping Bureau.